



PARKS AND RECREATION COMMISSION

MINUTES

WEDNESDAY, January 20, 2016

**CITY HALL KIVA FORUM
3939 N. DRINKWATER BLVD
SCOTTSDALE, AZ 85251**

PRESENT: Virginia Harris, Chair
Todd Davis, Vice Chair
Michael Bouscher, Commissioner (arrived at 5:06 p.m.)
Ron Chambless, Commissioner
Chris Thuman, Commissioner
Anne Wurth, Commissioner

ABSENT: Sherry Woodley, Commissioner

STAFF: Reed Pryor, Parks and Recreation Director
Kira Peters, Parks and Recreation Manager
Terry Erickson, Parks and Recreation Manager
Brett Jackson, Parks and Recreation Manager
Jody Pierce, Parks and Recreation Manager
Denise Clayton, Parks and Recreation Manager
Chris Walsh, Parks and Recreation Manager
Neal Hallihan, Human Services Manager
Thomas Harrison, Recreation Leader III
Kevin McKee, Operations Supervisor
Brian Trubl, Recreation Leader II
Sunny Nakagawa, Operations Supervisor
Kristen Franquist, Pool Manager

GUESTS: Brandon Curtis, DC Ranch Recreation Manager

Call to Order

Chair Harris called the meeting to order at 5:05 p.m.

Roll Call

Members present as listed above.

Public Comment

There were no members of the public who wished to speak.

Moment of Silence

Commissioners observed a moment of silence.

1. Approval of the Minutes **a. Regular Meeting: January 6, 2016**

Chair Harris noted that "marketing" should be added to the list of initiatives identified on page five.

COMMISSIONER THUMAN MOVED TO APPROVE THE JANUARY 6, 2016 REGULAR MEETING MINUTES AS AMENDED. COMMISSIONER CHAMBLESS SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER WOODLEY WAS ABSENT.

2. Club SAR Boxing and Fitness Center Update

Thomas Harrison, Recreation Leader III, gave an update on the Club SAR Boxing and Fitness Center annual revenue comparison, programs, membership and attendance statistics, and fitness trends. His presentation included a review of expenditures, memberships, and total revenue of the club and efforts that are being made to compete with the 27 gyms within a two-mile radius. In an effort to compete, the club has brought in personal trainers, is adding new equipment and a gym-wide stereo system, has added Sunday hours, and is working on a marketing plan. Programs that are being considered include Silver Sneakers, Tabata high intensity interval training, cross-fit, fitness challenges, and basketball leagues.

Commission members were given an opportunity to make comments and ask questions. Commissioner Chambless outlined benefits of the Silver Sneakers program and suggested that digital marketing would offer good results with little or no cost. Mr. Harrison explained that the club still offers boxing training and boxing-related programs, but no longer hosts fights in part because of the liability. Because staff no longer instructs classes, there are budget constraints on the number of classes available. There was little or no interest from members in participating in the electronic classes that were presented to the Commission last year. The fees for personal trainers range from \$35 per hour to \$60 per hour and the club earns \$5 per session.

3. The Vast World of Recreation - Trends in Recreation

Recreation, Human Services, and private sector staff gave presentations on recreation trends in various areas. Kira Peters, Parks and Recreation Manager, gave a brief introduction.

Brandon Curtis, DC Ranch recreation manager, gave an overview of the DC Ranch Community demographics and talked about recreation opportunities that available to DC Ranch residents. Areas of interest for residents include yoga, fitness center, pickleball, food truck night, and adult excursions. He looks forward to an expanding collaboration between DC Ranch and the City of Scottsdale.

Commission members were given an opportunity to ask questions. Mr. Curtis noted that fitness classes are only available to DC Ranch residents and there is a fitness class fee of \$16 per month and a \$5 drop-in fee.

Neal Hallihan, Human Services Manager, gave a presentation discussing the recreation opportunities offered by the Adaptive Services program. The recreation activities offered include a Friday night social club; Spectacular Saturday club; Saturday night dances; an annual retreat; afterschool, summer, youth, and tot programs; and adaptive sports programs (Scottsdale Bobcats). The City offers inclusion and accommodation and interpretive services for all City programs and has recently built an adaptive services center and multisensory room. The City is currently in negotiations with the Scottsdale Unified School District (SUSD) Special Education Program on housing a transition program for the last two years of high school for special needs students. The transition program will offer life skills and vocational training.

Commission members were given an opportunity to ask questions. Mr. Hallihan explained that people filling part-time staff positions are not required to be certified. The City looks for people who are highly motivated and interested in working with people with disabilities to fill part-time staff positions. It was suggested that the City offer presentations on the field of working with disabled individuals to classes at ASU and Scottsdale Community College. Commissioner Thuman said that the transition program is of great value to SUSD and special needs families.

Kevin McKee, Operations Supervisor, gave a presentation discussing recreation opportunities available through the Granite Reef and Via Linda Senior Centers. He gave an overview of recreation classes, special events, and daily activities and programs, noting that seniors are showing an increased interest in technology, green communities, and wellness programs.

Commission members were given an opportunity to ask questions. Mr. McKee said that marketing is primarily done through digital means such as the email distribution list of approximately 2,500 to 3,000 individuals. Recreation participants range in age from 50 to 100, and there is a 110% revenue recovery on recreation classes.

Brian Trubl, gave a presentation on Youth Development Trends, stressing the importance of having a balance of activities and getting young people moving and away from technology. He highlighted the afterschool program and the City's various clubs, including the Horizon ASP Fitness and Nutrition Club and the Science Club.

Commission members were given an opportunity to ask questions. Mr. Trubl said that the afterschool program is maxed out and has a wait list of approximately 30 students. Ms. Peters added that space is limited due to the staff-per-student requirements. The City tracks attendance and moves students off the wait list into positions as they become available.

Sunny Nakagawa, Aquatics Operations Supervisor, gave a presentation discussing trends in aquatics both nationally and locally. Municipalities are moving more towards a business model, which affects the prices of aquatics programming. Scottsdale prices are currently \$24 for a two-week swim lesson session. Also trending is offering newer building facilities and focusing on improved customer experience, shade areas, and skill-based attractions. Scottsdale is moving forward with installation of UV filtration technology, which is a process that neutralizes harmful water pollutants with one pass through an ultraviolet light. The UV filtration technology is expensive to install, however, over time it will prove to be an economical solution.

Kristen Franquist, Aquatics Manager, gave a presentation discussing activities and trends in aquatics and at McDowell Mountain Ranch Aquatics Center. Lifeguard training now focuses more on stress tests and rescue situations, simulating emergency scenarios that include a "secret shopper" emergency situation for training evaluation. There was recently an update to the Drowning Chain of Survival, which increases public awareness and understanding of drowning prevention. The City of Scottsdale is improving drowning prevention measures by installing "no extended breath holding" and "watch your kids around water" signs at aquatics facilities.

There were no questions from Commission members.

4. Commissioner Report

Chair Harris thanked Chris Walsh for giving her and Commissioners Thuman and Davis a tour of the TPC facility. She recommended that anyone who is interested go out on Monday or Tuesday, which are free days, to observe play.

5. Director's Report of Current Events

Reed Pryor, Parks and Recreation Director, commended the Pinnacle Peak Volunteer group and trails staff for working to clear debris from the recent rock slide.

Mr. Pryor introduced the Police P.L.A.Y. Program, which involves police officers interacting with children during the afterschool program, fostering a positive relationship between the police department and children.

Chaparral Park is undergoing the process of replacing fitness course equipment and the lakes are being stocked with fish in preparation for the spring and summer fishing season.

Mr. Pryor said that staff is preparing to move forward to City Council with a proposal package for installation of the Aquatics Centers UV light water purification systems. He noted that the current chlorine filtration system is very robust and well monitored. The UV system is the next step moving forward to improve the quality of the City's pools. Starguard and Starfish classes are underway and it is anticipated that approximately 60 to 75 lifeguards will be hired within the next two months.

Mr. Pryor reviewed Parks and Recreation's revenues and expenses. Revenues are showing approximately 1.3% ahead of forecast and expenses have come in 4% under budget.

Artwalk at Mountain View Community Center is scheduled for Friday, January 22nd, 2016 from 3:30 p.m. to 4:30 p.m. Students will display their artwork for the community.

Paws in the Park is scheduled for January 30th, 2016 at Chaparral off-leash area from 8:00 a.m. to 11:00 a.m.

Mr. Pryor will provide a hard copy of the budget numbers to the Commissioners.

Chair Harris reminded the Commission that the work study session is scheduled for February 3rd at Mountain View. The hope is that the work study will offer an opportunity for the Commission to prioritize the seven proposed ideas.

6. Public Comment

There were no members of the public who wished to speak.

7. Adjournment

With no further business to discuss, and no need for an executive session, the regular meeting adjourned at 6:45 p.m.

Respectfully submitted,
A/V Tronics, Inc. DBA AVTranz